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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/725,750	11/30/2000	Tarri E. Furlong	SIEB026/01US	1600
25096	7590	04/19/2006	EXAMINER	
PERKINS COIE LLP			BASEHOAR, ADAM L	
PATENT-SEA			ART UNIT	
P.O. BOX 1247			PAPER NUMBER	
SEATTLE, WA 98111-1247			2178	

DATE MAILED: 04/19/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary	Application No. 09/725,750	Applicant(s) FURLONG ET AL.	
	Examiner Adam L. Basehoar	Art Unit 2178	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 26 January 2006.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 9-11, 13, 14, 16-20 and 22 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 9-11, 13, 14, 16-20 and 22 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152) |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____ |

DETAILED ACTION

1. This action is responsive to communications: The Amendment filed 01/26/06 to the RCE filed 09/07/05.
2. Claims 9-11, 13-14, 16-20, and 22 remain rejected under 35 U.S.C. 103(a) as being unpatentable over Microsoft PowerPoint 2000, 03/10/99, "Selling an Idea for a Product," pp. 1-9 (Hereafter known as "MPP2000") in view of Health et al (US-6,938,032 08/30/05)) in further view of Markus et al (US-6,490,601 12/03/02).
3. Claims 9-11, 13-14, 16-20, and 22 are pending in the case. Claims 9, 14, and 17 are independent claims.

Claim Rejections - 35 USC § 103

4. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

5. Claims 9-11, 13-14, 16-20, and 22 are rejected under 35 U.S.C. 103(a) as being unpatentable over Microsoft PowerPoint 2000, 03/10/99, "Selling an Idea for a Product," pp. 1-9 (Hereafter known as "MPP2000") in view of Health et al (US-6,938,032 08/30/05) in further view of Markus et al (US-6,490,601 12/03/02).

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-In regard to independent claims 1, 14, and 17, MPP2000 teaches a computer implemented method, system, and data structure for generating slide presentations for a presentation target, comprising:

creating at least on presentation definition template (Page 9: “Selling a Product or Service” Template) having a plurality of component definitions (Pages 1-8: Slides), at least one component definition having an information bookmark (Pages 1-8: Bullet (text) and Graphic (pictures): e.g. Page 4 “List the products and features...a specific problem” and Triangle Graphics).

MPP2000 does not specifically teach a means for associating a query condition with each component definition, a means for determining whether to include each of a plurality of component definitions in the slide presentation based on the query condition and a command to generate a slide presentation for a presentation target, and a means for including each component definition that satisfies the associated query condition. Heath et al teach a means for associating a query condition (column 2, lines 5-16; column 4, lines 3-9: i.e. each stored slide in the database maintains information about said slide that may be queried, such as the text of the slide or the topic of the slide) with each component definition (column 2, lines 1-2: i.e. slides), a means for determining whether to include each of a plurality of component definitions in the slide presentation based on the query condition (column 4, lines 3-9 & 17-20: i.e. do the slides in the database satisfy the search criteria) in response to a command to generate a slide presentation for a presentation target (column 4, lines 17-29), and a means for including each component definition that satisfies the associated query condition (column 4, lines 17-29). It would have been obvious to one of ordinary skill in the art for MPP2000 to have included associated a query

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condition with each component definition and only selected said component definitions that satisfied the query to be included in the presentation as taught in Heath et al, because Heath et al teach that doing so provides the benefit of allowing customized searches to be performed that return identifying information for individual slides from multiple preexisting presentations (column 1, lines 20-35: i.e. Heath et al teach a method to quickly build customized presentations from a database of preexisting slides via querying the database which in turn return only the slides of relevance).

MPP2000 teaches wherein a user would then manually enter opportunity-specific data (Page 5: cost analysis benefits: Page 4: problem solving features) into the information bookmarks to create the slide presentation. MPP2000 also does not teach mapping the information bookmark and the opportunity-specific data and automatically replacing the bookmark with the mapped data when creating the slide presentation. Markus et al teach mapping between information bookmarks (i.e. "fields") and data strings in a raw data file associated with a user (column 5, lines 1-12). Markus et al also teach automatically filling in the fields with the user data when creating the presentation (column 5, lines 1-12). It would have been obvious to one of ordinary skill in the art at the time of the invention for MPP2000 to have automatically replaced the information bookmarks with mapped opportunity-specific user data, because Markus et al taught that doing so would quickly and automatically fill out electronic presentations, relieving the user of the burden of manually inputting the data (column 4, lines 42-46).

-In regard to dependent claims 10, 16, 18, and 20, MPP2000 teaches wherein the presentation target was a potential customer (Page 3: "Customer Requirements") of a sales organization (Page 1: "Selling an Idea or a Product"), and wherein the opportunity-specific data relates to potential sales opportunities (Page 7: "product, service, or idea") between the sales organization and the potential customer (e.g. Page 5: "financial benefits" and Page 4: "solves a specific problem").

-In regard to claims 11 and 19, MPP2000 teaches associating a theme (Page 1: "Selling a Idea or Product") with the template, the theme indicating a primary decision criterion of the presentation target (i.e. Should the presentation target purchase the idea or product).

-In regard to dependent claims 13 and 22, MPP2000 does not teach wherein the query condition was a predefined threshold. Heath et al also teach wherein the query condition was a predefined threshold (column 4, lines 4-5 & 17-19: i.e. slides where predefined to a given topic heading as well as the individual text they contained. The threshold being does the component definition meet topic selection or does the component definition meet the text query selection). It would have been obvious to one of ordinary skill in the art at the time of the invention for MPP2000 to have selected the component definitions based on a query threshold, because Heath et al teach that doing so provides the benefit of allowing customized searches to be performed that return identifying information for individual slides that meet the specific limitations of the query (i.e. of the target audience)(column 1, lines 20-35; column 4, lines 3-5 & 17-19)(Fig. 3).

In addition, Markus et al teach a wherein a query condition (column 15, line 1: “use threshold”) was a predefined user threshold (column 15, lines 1-40). It would have been obvious to one of ordinary skill in the art at the time of the invention for MPP2000 to have selected the component definitions based on a query threshold, because Markus et al teach wherein a query threshold provided the benefit of user privacy in allowing user information to be included in a presentation only when the user would have wanted it to (column 15, lines 1-50).

Response to Arguments

6. Applicant's arguments filed 01/26/06 have been fully considered but they are not persuasive.

-In regard to the independent claims, Applicant argues that the Heath reference does not teach or suggest associating a query condition with each component definition and wherein the query condition determines whether the component definition was to be included in a slide presentation. The Examiner respectfully disagrees with the Applicant's, and believes the Heath reference does teach said limitations. The Heath reference clearly teaches a database that maintains metadata for each of the presentations files as well as individual slide files (i.e. component definitions). The query conditions associated with the individual slide files are the searchable data of those slide files contained in the database (column 2, lines 14-18). Heath also teaches wherein the query conditions determine whether the individual slide files will be included in the presentation (column 4, lines 17-31). As shown in the figures a user can query a set of individual slide files either by topic or by keyword, and return the individual slide files that satisfy the query condition to be included into the new slide presentation.

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Applicant also argues that the Heath reference does not teach or suggest determining whether to include each of the plurality of component definitions in the slide presentation based on its associated query condition. The Examiner respectfully disagrees with the Applicant's, and believes the Heath reference does teach said limitations. The Heath reference clearly teaches wherein the user selects the "Build Slide Button" all slides that have been selected based on their associated query condition are included into the new presentation (Fig. 4: i.e. Selected slides, resulting from the slides matching the query conditions (Fig. 3: "quartet"), shown in the slide list 18 are incorporated into the new presentation). While the Examiner agrees that the user must utilize the "Select" button to add the slides to the new presentation, the Examiner maintains that the individual slide query conditions are what are utilized to determine what slides are relevant to the user and thus which slides should be included into the new slide presentation.

Conclusion

7. **THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event,

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however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

8. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

US-6,192,380

02/2001


Light et al.

9. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Adam L. Basehoar whose telephone number is (571)-272-4121. The examiner can normally be reached on M-F: 7:00am - 4:00pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Steve Hong can be reached on (571) 272-4124. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

ALB


CESAR PAULA
PRIMARY EXAMINER